

Do you have an elderly or disabled family member that you routinely take care of? Maybe you help them get in and out of bed, remind them of their medications, handle their finances, cook their meals, or simply keep them company. You find your mornings, evenings, and weekends preoccupied. You're not paid for the effort, you do it out of love. If this sounds familiar, you may not know it, but you are considered a caregiver.

According to the CDC, one in every five adults are caregivers in Hawai'i. This high statistic is not surprising as the high cost of living creates more multigenerational living situations and tighter finances. Hawai'i is also home to a mixing pot of cultures that value filial piety and carry a strong sense of responsibility when it comes to taking care of one another (what is known as *mālama pono*). Many caregivers are not accounted for because they are unaware that they are caregivers - they believe they are just simply helping a loved one.

This is where The Caregiver Foundation ("the Foundation") comes in. With a focus on respectful elder care and personal dignity, the Foundation has been providing support to families since its establishment in 2008. Founder Gary, who has been a caregiver since the age of 13, created one of the most trustworthy caregiving organizations with over 120 clients across Hawai'i. Some of their services include care coordination, money management, trusteeship and more. By addressing the undesirable parts of caregiving, the Foundation helps families focus on what's important - being a family again.

We selected The Caregiver Foundation as our client because of their selfless nature to help the unrecognized heroes of society. Our campaign aims to reach families who may not know that such services exist, offering extensive resources on caregiving, scholarships for nursing education, and emotional support. In Hawai'i, it is culturally difficult for many to ask for help, but we aim to combat the stigma that asking for help is weakness. Instead, we present the narrative that getting help is the way to achieve what families truly want - to simply enjoy their time with one another.

Target Audiences

1. The primary audience is the “sandwich generation” which is defined as men and women approximately 35 - 54 years old who are sandwiched between taking care of their parents and taking care of their own children. Most are also juggling a full-time job. They are caught up in the never-ending rollercoaster of everyday life and do not even realize they can be considered caregivers.
2. The secondary audience includes healthcare professionals, legal professionals, teachers, and social workers. This demographic interacts with families in need. By educating this audience about the Foundation, they can share their knowledge with our primary audience. Their word-of-mouth will be one of the best marketing tools for a specialized organization like the Foundation.

Strategy

Our main strategy for this campaign is to position the Foundation as a trustworthy organization for those who are struggling with providing care. To accomplish this, we needed to give the Foundation a new look before we begin to reach out to our target audience. Once that trusting image is established, we will target the two groups and meet them where they are. For both audiences, they are still working which means they are exposed to the radio on their commute and often in their offices. When they are getting ready for work in the morning or coming home and preparing dinner, they are likely to have the local news up on the TV while busy tending to the home and providing care for their loved one.

We decided the tone of the campaign should be caring and uplifting. We use emotion and empathy to connect with caregivers. Data points out that the large majority of caregivers are female, this was something we had to consider while planning our deliverables and messaging.

Campaign Goals

1. Rebrand The Caregiver Foundation as a trustworthy organization.

When we first assessed the Foundation's online presence, we were puzzled by what we found. Their logo and overall appearance screamed "early 2000's" which gave the impression that their organization is outdated and unreliable. Their website was bursting at the seams with information, however it lacked organization (Exhibit 1). Between pages of resources and information on their annual fundraiser, we found a heartfelt mission and incredible services. User experience, easy navigation, and organization became our priorities in recreating their site to promote their brand image as a well-trusted organization.

Execution and Media Used: The team combed through the website and listed all areas of concern, from stylistic choices like colors and consistency, to quick contact and donate options, and social media links (despite demographic, you still gotta have em!). We also found updated stock imagery for the clients to use until they are able to supplement more of their own photography (Exhibit 2). Their website ranked low on searches like "Hawaii caregiving" so our recommendations included using better keywords in page titles to boost their SEO.

In our initial conversations, the client expressed they were tied to their logo which features two hearts and looks like something you'd find in a clipart search. Although they did not initially seek to rebrand, we felt it was necessary in modernizing and making the Foundation a trustworthy brand. We knew they just had to see some options to be convinced so we created multiple logo variations, color palettes, and font choices. After presenting the options to the client, they were sold on rebranding! Since they were fond of the hearts in their logo, we found a way to keep it incorporated. A silhouette of a person is also featured to represent the level of personal care their organization exudes (Exhibit 3).

Results: With our website enhancement recommendations and rebrand efforts, The Caregiver Foundation jumped from 2008 to 2023. The images we chose better matched Hawaii's lifestyle and

scenery. We also provided them with brand guidelines, a new logo, and a font and color palette to use on everything they create (Exhibit 4).

2. Raise general awareness for The Caregiver Foundation.

The number one piece of feedback that The Caregiver Foundation receives is “I wish I knew about you sooner.” This told us that their general awareness is low. Further, they had no awareness or presence outside of their website.

Execution and Media Used: To reach our target audiences we launched a two-pronged campaign to connect with our audience online and over broadcast. For the first component, we are in the midst of developing ad pieces for the client that will point back to their enhanced website. These will be used for social media campaigns and banner ads. For broadcast, we are producing a 30-second commercial and separate radio ad with the help of Kinetic Productions. The commercial titled “Never Miss a Moment” focuses on a grandmother, granddaughter, and the mother who is inundated with paperwork. We introduce Gary from the Foundation as a source of relief for the mother so that she can spend more quality time with her daughter and own mother (Exhibit 5). For radio, the script was written in a way to catch the attention of caregivers who may be listening on their commute (Exhibit 6). It starts off with a question imposed on the listener asking if they are part of the 1 in 5 people that are caregivers in Hawai'i. They will silently be thinking “Hmm, I don't know... am I?” and this will get them to start questioning what a caregiver is. “Am I one of them?” “Where can I learn more?” We capture their curiosity and direct them to The Caregiver Foundation's website.

Results: We are in the process of securing PSA airtime from our local newstations (FOX News affiliate KHON2 and NBC News affiliate Hawaii News Now). Based on previous year's numbers, we expect to receive 1,500 plays with a reach of over 300,000. For radio, we are soliciting airtime from our local iHeartMedia affiliates and from Pacific Media Group. Based on previous numbers, we expect to

receive roughly 8,000 plays and 4.3 million gross impressions. The deliverables we create are timeless so the client can continue to use them for many years to come.

Challenges and What's Next

Working with smaller, local nonprofits can be challenging as they often run a small and overworked crew. In this case, The Caregiver Foundation is actually a family-ran organization and had welcomed a new addition to their family in the midst of developing the campaign. This led to longer response times than desired from the client, however we are still passionate and committed to delivering a quality campaign. With many deliverables close to completion, we are anticipating campaign launch near the end of April or early May.

Exhibits

Exhibit 1: Current Website and Proposed Enhancements

Current Site

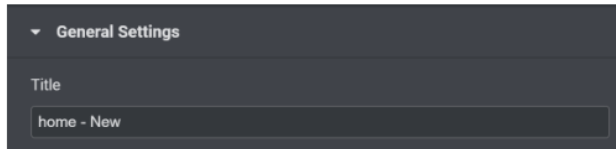
The screenshot displays the current website for The Caregiver Foundation. At the top, there is a navigation bar with the logo, 'DONATE', 'Contact Us', 'Resources', and a search bar. Below the navigation, a 'Services' menu lists: Services, Education, Annual Fundraiser, News, About Us, Sponsors, and FEATURES. The main content area features a large 'Welcome!' section with a sub-header: 'The Caregiver Foundation is a local non-profit organization that works to support caregivers and individuals needing care through a variety of services. Let us help you plan care for a loved one together.' Below this is a 'Caregiving Planning' section with a 'LEARN MORE' button. A 'SCAM ALERT' section is also present. The 'About Us' section includes a video player and text describing the organization's mission. A 'Services' section lists various offerings like 'Caregiver & Care Needs Workshop', 'Caregiver Coordination Services', 'Daily Money Management', and 'Family Caregiving Planning'. At the bottom, there is a 'You Are Not Alone.' section with a 'DONATE TODAY' button. To the right, a secondary version of the website is shown, highlighting the 'About Us' and 'Mission' sections.

Exhibit 1 (continued)

Examples of Recommendations:

SEO Edits

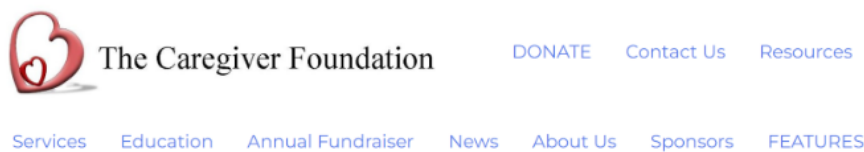
1. Creating better page titles/descriptions



Title: "The Caregiver Foundation"

Meta Description: "Helping families across Hawaii with caregiving resources"

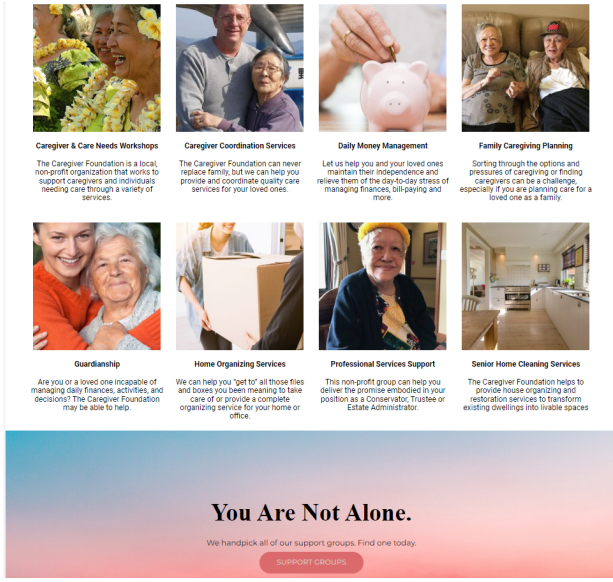
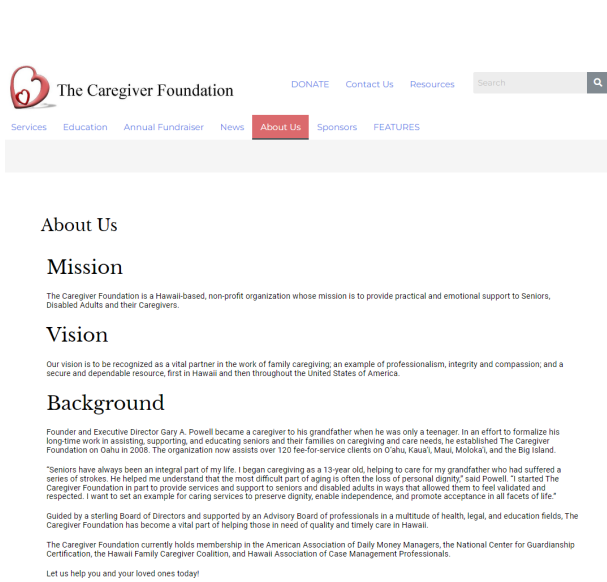
Navigation Edits



1. Top Nav: Reorder to: Donate / Resources / Contact Us
2. Main Nav: Reorder to: About Us / Services / News / Annual Fundraiser
3. Consolidate Pages:
 - a. Resources and Education to "Resources"
 - b. News and Features to "News"
 - c. Annual Fundraiser and Sponsors to "Annual Fundraiser"

Exhibit 2: Updated Imagery

Current Website Look (lacks a lot of relevant/cohesive imagery):



Proposed Website Imagery:



384799828



475213573



414900069



396459834



416230965



219283301

Exhibit 5: PSA Storyboard






		
<p>SCENE I : opens on a family moment, a granddaughter gently brushes her wheelchair seated grandmothers hair, and they exchange loving smiles and laughs.</p>	<p>SCENE I : { zoom out } and Shows the caregiver in the background with paperwork, implied to be bills and legal documents.</p>	<p>SCENE II: The caregiver is now in a meeting with Gary from TCF, <i>in their home</i>, smiling.</p>
<p>VO: At the Caregiver Foundation, we realize that being a caregiver is far more than you get credit for. 0-6s</p>	<p>VO: But what would life be like if you had another family member, there every step of the way? 7-13s</p>	<p>VO: One to handle the finances, talk to the lawyers, and schedule doctors visits. 14 - 18s</p>
		<div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <p>The Caregiver Foundation</p> <p>Money Management Family Estate Planning Guardianship Home Organization Professional Services Support Groups</p> </div>
<p>SCENE III : Woman pushes her mother in a wheelchair through a park, while the child runs ahead, she is blowing bubbles and smiling back at her family.</p>	<p>SCENE III : Scene in park cont., child runs back and hugs her mother, all three woman embrace.</p>	<p>SCENE: End card fades in; lists TCF services, contact information, and website, etc.</p>
<p>VO: So you can focus on being a family again 18-21s</p>	<p>VO: With The Caregiver Foundation, you never have to miss out on another family moment. 22-26s</p>	<p>VO: Talk to The Caregiver Foundation for support in every aspect of your caregiving journey. 27- 30s</p>

Exhibit 6: Radio Spot

30-Second Radio Script:

“Are you part of the 1 in 5 Hawai‘i adults who provide unpaid care to a loved one?

Do you know a caregiver who would benefit from an extra helping hand around the home?

The Caregiver Foundation offers free and paid services for seniors, caregivers, and their families, to take the stress off, and let families be family again.

Contact The Caregiver Foundation for more information on how to access money management courses, legal aid, caregiving workshops, and more at www.TheCaregiverFoundation.org”